



CAPITAL REGION SUSTAINABLE COMMUNITIES WORKPLAN ACTIVITIES AND MILESTONES YEAR 1 REPORT: FEBRUARY 2012

Overview

Capital Region Sustainable Communities (CRSC) is a public-private collaboration to pursue and promote *a sustainable and resilient Dane County*:

A sustainable and resilient Dane County:

- Protects, enhances and restores the natural communities, that all life depends on, to sustain a healthy and vigorous environment, society, and economy;
- Removes barriers to people meeting their needs and ensures equitable participation in civic life and advancement opportunities;
- Fosters a diverse economy with equitable economic opportunities that support and regenerate natural and social systems; and
- Invokes a shared understanding and actions toward a sustainable future among residents, institutions, and decision-makers.

Assets and Challenges

The Capital Region, which includes the Greater Madison urban area in Wisconsin, is the seat of state government. It benefits from a strong economy due in large part to the presence of the University of Wisconsin, government employment, a growing technology sector, and a landscape rich in agricultural and natural resources and beauty. In part fueled by these economic engines, the region experiences unsustainable growth trends that result in increasing levels of resource investments per person, increasing transit travel times, and segregation of low-income and communities of color with accompanying health impacts, and growing threats to natural resources and loss of farmland.

Goals and Outcomes

CRSC addresses these challenges by carrying out goals of, and fill gaps in, the area's Regional Plan for Sustainable Development (RPSD),¹ and to establish common sustainability goals, measureable outcomes, and recommended implementation measures. In the pursuit of *a sustainable and resilient Dane County*, CRSC will be guided by the Livability Principles of the federal Partnership for Sustainable Communities, the goals and desired outcomes of the Sustainable Communities Regional Planning Grant (SCRPG) Program, and the CRSC grant application.

¹ The Capital area's RPSD consists of the collection of regional plans for land use, transportation, water quality, parks and open space, farmland preservation, recycling, solid waste; and local comprehensive plans. A list and description of RPSD plans is included in the Capital Region's application for Sustainable Communities Regional Planning Grant.



Activities

The Initiative will focus on six overall sustainability activities:

Activity A: Develop a broad partnership to advance regional sustainable development.

Activity B: Prepare plans for enhanced transit and transit-oriented development.

Activity C: Prepare Future Urban Development Area (FUDA) plans for sustainable urban growth.

Activity D: Close gaps in local/regional plans for inclusive participation, housing and air quality.

Activity E: Demonstrate sustainable development through catalytic projects.

Activity F: Establish sustainability indicators and track progress towards long-term desired outcomes.

CRSC activities are organized into three phases:

Phase 1: Learning and capacity building to gain knowledge for informed decision-making and increase abilities to carry out collaborative planning. (Months 1-18).

Phase 2: Establish shared goals and measurable outcomes, and identify potential implementation measures. (Months 12-30).

Phase 3: Implementation of goals and outcomes through recommended amendments or updates to public and private plans, policies, and investments (Months 18-36 and ongoing).

Activity A: Develop a broad partnership to advance regional sustainable development.

Description: The CRSC Partnership will work together to: identify goals and measurable outcomes for regional sustainable development; provide guidance for CRSC projects; provide leadership to advance desired outcomes through education and outreach; and promote implementation of the desired outcomes through their incorporation into local plans, policies and practices, and by using sustainability indicators to measure progress.

Livability Principles Addressed

Coordinate policies and leverage Investment. Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Long-term Outcome Desired

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Aligned federal planning and investment resources that mirror the local and regional strategies for achieving sustainable communities.

Increased participation and decision-making in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.

Milestones



✓ = completed

Phase I: Learning and Capacity Building (Months 1-18)

- ✓ **Form Steering Committee** to assist with planning Partnership meetings and activities
- ✓ **Execute Memorandum of Understanding**
- **Prepare outreach and education plan** including strategies, activities, responsible parties and timeline
- ✓ **Form work groups** to carry out CRSC activities
- ✓ **Hold first conference** with at least 50 attendees from a broad cross-section of the region, focusing on best practices and Capital region initiatives, which increase understanding of and support for sustainable community concepts and goals
- ✓ **Inventory existing initiatives and activities** in the region to promote sustainability, regional collaboration, a regional housing strategy, inclusive public participation, greenhouse gas emission reductions, and improving air quality
- **Develop goals** for closing gaps in Regional Plan for Sustainable Development, and achieving sustainable communities throughout the region
- **Prepare outreach and education plan** including strategies, activities, responsible parties and timeline
- **Conduct public education and outreach** to increase understanding of, and support for, CRSI goals and activities

Phase II: Goals and outcomes (Months 13-30)

- **Hold second conference** with at least 50 attendees from a broad cross-section of the region, focusing on setting shared goals and measurable outcomes for the region, which increases understanding of, support for, and participation in CRSC goals, outcomes, efforts, and activities
- **CRSC Partnership adoption of goals and measurable outcomes** for closing gaps in Regional Plan for Sustainable Development, and achieving sustainable communities throughout the region
- **Conduct public education and outreach** to increase understanding of, and support for, CRSCI goals, outcomes, recommendations and activities

Phase III: Implementation (Months 25-36+)

- **Hold third conference** with at least 50 attendees from a broad cross-section of the region, focusing on implementation measures, which increases understanding of, support for, and participation in CRSCI goals, outcomes, efforts, and activities
- **Adopt recommendations** for incorporating sustainable development goals and measurable outcomes into plans, policies, investment strategies, and programs
- **Conduct public education and outreach** to increase understanding of, and support for, CRSC goals, outcomes, recommendations and activities



Activity B: Prepare plans for enhanced transit and transit-oriented development.

Description: Regional and local plans promote regional transit and transit-oriented development. To help accomplish these outcomes, CRSC will commission studies and conduct planning and design to promote enhanced transit including bus rapid transit and transit-oriented development along regional transportation corridors, better connect low-income neighborhoods and communities of color to employment and activity centers, and to foster redevelopment that addresses neighborhood needs.

Livability Principles Addressed

Provide more transportation choices. Develop safe, reliable, and affordable transportation choices to decrease household transportation costs, reduce energy consumption and dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.

Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Enhance economic competitiveness. Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services, and other basic needs by workers, as well as expanded business access to markets.

Support existing communities. Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Long-term Outcomes Desired

Decrease in per-capita Vehicle Miles Traveled (VMT) and transportation-related emissions for the region.

Reduced social and economic disparities for the low-income and communities of color within the target region.

Decrease in overall combined housing and transportation costs per household.

Increase in the share of residential and commercial construction on underutilized infill development sites that encourage revitalization, while minimizing displacement in neighborhoods with significant disadvantaged populations.

Increased proportion of low and very low-income households within a 30-minute transit commute of major employment centers in urban, suburban, and rural settings.

Increased participation and decision-making in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.

Increase in walking, biking and transit as mode share.

Milestones



✓ = completed

Phase I: Learning and Capacity Building (Months 1-18)

Market Studies

- ✓ Prepare scope of work
- ✓ Issue Request for Qualifications
- ✓ Issue Request for Proposals
- Contract with consultant
- Obtain preliminary market study results
- Obtain and distribute final results

Transit Corridor Study

- ✓ Prepare scope of work
- ✓ Issue Request for Proposals
- Select consultant(s)
- Contract for studies

Infill/Redevelopment Assessment

- ✓ Initiate inventory of infill and redevelopment sites
- Completion of inventory of infill/redevelopment sites along regional transit corridors

Phase II: Goals and outcomes (Months 13-30)

Transit Corridor Study

- Complete initial findings
- Solicit comment on draft study
- Completion of final draft study
- Solicit comment on final draft study

Transit Corridor Site Design

- Identify planning areas
- Outreach to neighborhoods near planning areas to awareness
- Issue RFP for outreach and engagement services to assist neighborhood planning

Phase III: Implementation (Months 25-36+)

Transit Corridor Study

- Release final study

Transit Corridor Site Design

- Select planning areas
- Contract for outreach and engagement services to assist neighborhood planning
- Conduct planning workshops to generate broad, neighborhood input to translate neighborhood, development and transit goals into quality design concepts
- Prepare draft neighborhood concept plans
- Obtain neighborhood input on draft plans
- Produce final draft concept plans
- Final concept plans



Activity C: Prepare Future Urban Development Area (FUDA) plans for sustainable development.

Description: Regional and local plans promote urban growth in walkable, diverse neighborhoods, and preservation of important natural resources and farmland. To help accomplish these outcomes, CRSC will conduct long-range, multi-jurisdictional scenario (FUDA) planning in communities and surrounding rural areas throughout the region. Assessments of the existing conditions of natural, agricultural and built environments, and GIS-based modeling, will enable analyses of alternative growth scenarios. Charrettes will engage stakeholders and citizens to help design and select preferred scenarios. Desired outcomes include local comprehensive plan amendments that guide growth to infill and redevelopment areas, and to compact, walkable, diverse neighborhoods, and that better protect natural resources and farmland.

Livability Principles Addressed

Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Support existing communities. Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Value communities and neighborhoods. Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.

Long-term Outcomes Desired

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Increase in the share of residential and commercial construction on underutilized infill development sites that encourage revitalization, while minimizing displacement in neighborhoods with significant disadvantaged populations.

Increase protection of natural resources and preserve farmland and viable agriculture in the region.

Milestones

✓ = completed

Phase I: Learning and Capacity Building (Months 1-18)

FUDA Pilot Projects

- ✓ Public Participation Plan
- ✓ Project staff hired and start work
- ✓ Complete Environmental Condition Reports
- ✓ Scenario options defined



CRSC Year One Report

- ✓ Conduct scenario planning
- FUDA Study draft

Ecological Limits of Hydrologic Alteration (ELOHA)

- ✓ Contract for *Ecological Limits of Hydrologic Alteration* framework (ELOHA) modeling to estimate stream “carrying capacities.”

FUDA Round Two Projects

- ✓ Conduct outreach to potential second round FUDA planning areas
- ✓ Select round 2 FUDA planning areas
- Form Local Steering Committees

Phase II: Goals and outcomes (Months 13-30)

FUDA Pilot Projects

- Approval of FUDA Studies/Adoption of updated comprehensive plans and regional plans

Ecological Limits of Hydrologic Alteration (ELOHA)

- *Ecological Limits of Hydrologic Alteration* framework (ELOHA) modeling complete that can be used to estimate stream quality impacts of alternative development scenarios.

FUDA Round Two Projects

- Adopt public participation plans
- Complete Environmental Condition Reports
- Scenario options defined
- Conduct scenario planning
- FUDA Study draft

FUDA Round Three Projects

- Conduct outreach to potential third round FUDA planning areas
- Select round 3 FUDA planning areas
- Form Local Steering Committees

Phase III: Implementation (Months 25-36+)

FUDA Round Two Projects

- Approval of FUDA Study/Adoption of comprehensive plan updates and regional plan updates – round 2 FUDA areas

FUDA Round Three Projects

- Complete Environmental Condition Reports
- Scenario options defined
- Conduct scenario planning
- FUDA Study draft
- Approval of FUDA Study/Adoption of updates to comprehensive and regional plans

FUDA Round Four Projects

- Conduct outreach to potential fourth round FUDA planning areas
- Select round 4 FUDA planning areas
- Form Local Steering Committees



Activity D: Close gaps in local and regional plans related to equity/inclusive participation, housing and air quality.

Description: Local and regional plans for area development and preservation lack some components of a full Regional Plan for Sustainable Development (RPSD), as described in the SCRPG NOFA. Specifically, the plans, taken together, lack a regional housing strategy, measures to ensure participation of traditionally under-represented groups, and strategies to reduce greenhouse gas emissions and improve air quality. CRSC will work to close these gaps by engaging members of the CRSC Partnership to inventory existing and related efforts, identify best practices and prepare recommendations for updates to local and regional plans.

Livability Principles Addressed

Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Coordinate policies and leverage investment. Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Long-term Outcome Desired

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Aligned federal planning and investment resources that mirror the local and regional strategies for achieving sustainable communities.

Increased participation and decision-making in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.

Milestones

✓ = completed

Phase I: Learning and Capacity Building (Months 1-18)

- ✓ Project staff hired and start work
- ✓ Form work groups
- ✓ Inventory existing initiatives and activities in the region

Phase II: Goals and outcomes (Months 13-30)

- Work Groups submit recommendations to Partnership for regional housing strategies, inclusive public participation, greenhouse gas emissions and improving air quality.

Phase III: Implementation (Months 25-36+)



- CRSC Partnership adopts recommendations for regional housing strategies, inclusive public participation, greenhouse gas emissions and improving air quality.

Work Activity E: Demonstrate sustainable development through catalytic projects.

Description: Communities in the Capital Region have embarked on catalytic projects that demonstrate sustainable development practices. CRSC includes four catalytic projects of regional significance:

- **Madison Sustainability Commerce Center (MSCC)** – Conduct business planning and predevelopment work for a facility that brings together established and entrepreneurial firms in the field of sustainability (energy, construction, transportation, food systems, materials, consulting, etc.) to grow green businesses and job opportunities. The facility will feature sustainable building design, construction and operations. Located in Madison’s primary redevelopment district, the Center will also provide space and programming for public education on sustainability
- **100 Percent Stormwater Capture for High-Density TOD** - Create and implement stormwater guidelines and templates to control post development runoff volumes for a planned transit-oriented development in the City of Fitchburg to demonstrate practices that allow high density development to maintain the hydrology of receiving streams and maintain the groundwater of the region on which it depends for its municipal water supply.
- **Local Food Hub Processing Facility** - Prepare a business plan for the development of an aggregation, storage and distribution facility that connects growers in the Capitol Region with wholesale buyers in southern Wisconsin and northern Illinois for the purpose of preserving, strengthening and promoting local Wisconsin agriculture and improve food access in underserved communities.
- **Local Fresh Food Market in Low-Income “Food Desert”** – Prepare a business plan, in conjunction with Growing Power, for the development of a small neighborhood-scale market that connects growers in the Capitol Region with retail buyers in the low-income and largely minority Southdale Neighborhood. Project manager is Dane County.

Livability Principles Addressed

Enhance economic competitiveness. Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services, and other basic needs by workers, as well as expanded business access to markets.

Support existing communities. Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Long-term Outcomes Desired

Increased proportion of affordable housing units that have good **access to a supermarket or grocery store that provides quality fresh foods.**

Reduced social and economic disparities for the low-income and communities of color within the target region.



Increase in the share of residential and commercial construction on underutilized infill development sites that encourage revitalization, while minimizing displacement in neighborhoods with significant disadvantaged populations.

Milestones

✓ = completed

Phase I: Learning and Capacity Building (Months 1-18)

✓ Execute Subgrantee Agreements

Local Food Hub Processing Facility

- Form advisory committee
- Survey area growers
- Survey area buyers
- Prepare packing house model and recommendations
- Feasibility Study
- Select Vendor

100 Percent Stormwater Capture for High-Density TOD

- Analysis of stormwater capture models for McGaw Park neighborhood
- Conduct half-day strategy session for McGaw Neighborhood stormwater capture methods

Madison Sustainability Commerce Center (MSCC)

- Prepare description of public benefits
- Business plan

Local Fresh Food Market in Low-Income “Food Desert”

- Form Advisory Committee

Phase II: Goals and outcomes (Months 13-30)

Local Food Hub Processing Facility

- Business Plan

100 Percent Stormwater Capture for High-Density TOD

- Prepare strategy for 100% stormwater capture
- Stormwater capture strategy incorporated into McGaw Neighborhood development plans

Madison Sustainability Commerce Center (MSCC)

- Architectural and engineering plan
- Developer agreement
- Predevelopment work 50% complete

Local Fresh Food Market in Low-Income “Food Desert”

- Survey South Madison area residents
- Prepare site selection, site design, and facility design concept plans
- Business plan for local fresh food market plans



Phase III: Implementation (Months 25-36+)

Local Food Hub Processing Facility

- Groundbreaking for Fresh Vegetable Packing House

Madison Sustainability Commerce Center (MSCC)

- Predevelopment work for MSCC 100% complete
- Groundbreaking for MSCC

Local Fresh Food Market in Low-Income “Food Desert”

- Groundbreaking for Local Food Market

Activity F: Establish sustainability indicators and track progress towards long-term desired outcomes.

Description: CARPC will partner with the University of Wisconsin, Department of Urban and Regional Planning (URPL) to develop sustainability indicators, prepare and implement a data management plan, analyze data, and assess progress towards goals using performance metrics.

Livability Principle Addressed

Coordinate policies and leverage investment. Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Long-term Outcome Desired

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Aligned federal planning and investment resources that mirror the local and regional strategies for achieving sustainable communities.

Milestones

✓ = completed

Phase I: Learning and Capacity Building (Months 1-18)

- ✓ Contract for Performance Indicator technical support
- ✓ Analysis of EPA Draft Sustainable Communities Performance Measures
- ✓ One-Day workshop on EPA Draft Sustainable Communities Performance Measures
- Inventory and assessment of existing local indicator efforts
- Inventory and assessment of best practices
- Inventory and assessment of available data
- Draft sustainability indicators and baseline data
- Conduct Sustainability Indicator training #1 to increase understanding of indicators as a tool to measure progress towards sustainability goals.



Phase II: Goals and outcomes (Months 13-30)

- Proposed method for collecting data and reporting performance
- Conduct Sustainability Indicator training #2 to increase capacity to apply Capital Region-specific indicators and develop shared indicators.
- Prepare Performance Report on baseline conditions, performance targets and tracking system, and indicator reporting system, to measure progress towards achieving regional sustainable development goals.

Phase III: Implementation (Months 25-36+)

- Conduct Sustainability Indicator training #3 to increase capacity to track and measure performance using indicators.